



## Newsletter

No 33 – September 2008

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### Editorial

Dear reader,

We hope you had an enjoyable and healthy summer. If so, it may be due to favorable personal socio-economic health determinants. But inequities in health are on the rise, says WHO and calls for action to close the health gap. Also in our “partners” section, you will find a European Commission initiative to promote patients’ rights in cross-border healthcare, and an invitation to citizens to participate in shaping the health work plan for 2009.

The “members” section features an example of good practice on energy-saving in health care from Canada, invites you to participate in the next meeting of the Task Force on Migrant Friendly and Culturally Competent Hospitals and Health Services, and shows an innovative approach to promoting non-smoking from Mater Hospital, Northern Ireland.

We hope you will enjoy your reading and heartily invite you to send us your feedback, comments or contributions for the next issue until October 24, 2008 – please send to:

[hph.soc-gruwi@univie.ac.at](mailto:hph.soc-gruwi@univie.ac.at)

Sincerely yours,

*Jürgen M. Pelikan, Christina Dietscher, Vienna*

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### International HPH Events

#### 17th International Conference on Health Promoting Hospitals and Health Services, Crete 2009

The 17<sup>th</sup> International Conference on HPH will take place from May 6-8, 2009 in Hersonissos, Crete (Greece) – please reserve the date! The venue will provide a wonderful opportunity to combine the exchange of knowledge and experiences on HPH with a stay in a relaxing environment.

The contents of the conference will focus on health promotion opportunities and challenges in the cooperation between different types of health services. The event will be titled:

**“Hospitals and health services without walls: New services, new partnerships, new challenges for health promotion”**

The Call for Papers shall be launched in October 2008, and will be open until the end of January 2009. Subscribers to the HPH listserver will be automatically informed about conference-related news and deadlines. If you want to subscribe to the listserver, please follow the instructions at

<http://lists.univie.ac.at/mailman/listinfo/hph-forum>

For further information on the conference, please visit

<http://www.univie.ac.at/hph/crete2009>

In case you have any questions about the 2009 HPH conference, please contact the WHO Collaborating Centre on Health Promotion in Hospitals and Health Services at the following e-mail address:

[hph.soc-gruwi@univie.ac.at](mailto:hph.soc-gruwi@univie.ac.at)

### Developing Evidence-Based Practice for Health Promotion

*WHO Autumn School October 22-25, 2008, University of Siena*

The Tuscany Network of Health Promoting Hospitals and Health Services, the WHO Collaborating Centre for Evidence-Based Health Promotion in Hospitals & Health Services and the University of Siena, in collaboration with the Tuscany Region are organising the WHO Autumn School 2008, aimed at all health professionals who are working with or are interested in deepening their knowledge on evidence-based practice for health promotion.

The seminar will focus on:

- how to work with evidence within the field of health promotion; and
- how to develop and implement clinical guidelines and how to share our experience and knowledge.

The lecturers are highly qualified health professionals and experts in research and implementation, including Hanne Tonnesen (Head of Research and WHO Collaborating Centre Clinical Unit of Health Promotion / WHO-CC Bispebjerg University Hospital, Copenhagen, Denmark), Ina B. Kopp (vice chair, Standing Commission for Clinical Practice Guidelines, and Association of the Scientific Medical Societies in Germany, c/o Philipps-University Marburg, Germany), Peter Matzen (Professor, Consultant Gastroenterologist Endoscopy, Hvidovre Hospital, Hvidovre, Denmark), Søren Paaske Johnsen (Leader of Research Group Department of Clinical Epidemiology Århus University Hospital – Skejby Science Centre, Århus, Denmark), Fabrizio Simonelli (Head, Health Promotion Programme – A. Meyer University Children's Hospital, Florence, Italy), and Mariano Giacchi (Full professor, Director CREPS – Public Health, University of Siena)

The deadline for registration is 20 September 2008. Further information is available online (Brochure: <http://www.meyer.it/oggetti/7839.pdf>).

For registration or additional information please contact Ms. Serena Mazza ([mazza@unisi.it](mailto:mazza@unisi.it), Tel. +39 0577232129) or Elisa Pratali ([pratali2@unisi.it](mailto:pratali2@unisi.it), Tel. +39 0577232183).

### News from WHO and other HPH partner organisations

#### Closing the gap in a generation: Health equity through action on the social determinants of health

*WHO launches final report on social determinants of health*

Differences in mortality between and within countries result from the social environment where people are born, live, grow, work and age. These "social determinants of health" have been the focus of a three-year investigation by the World Health Organization's Commission on the Social Determinants of Health. The recommendations from this investigation, released by WHO on August 28, 2008, focus on policies to redress social inequalities globally, nationally and locally.

"Health inequity really is a matter of life and death," said WHO General Director Dr Margaret Chan recently while welcoming the Report and congratulating the Commission. "But health systems will not naturally gravitate towards equity. Unprecedented leadership is needed that compels all actors, including those beyond the health sector, to examine their impact on health. Primary health care, which integrates health in all of government's policies, is the best framework for doing so."

Commission Chair Sir Michael Marmot said: "Central to the Commission's recommendations is creating the conditions for people to be empowered, to have freedom to lead flourishing lives. Nowhere is lack of empowerment more obvious than in the plight of women in many parts of the world. Health suffers as a result. Following our recommendations would dramatically improve the health and life chances of billions of people."

According to the Commission, much of the work to redress health inequities lies beyond the health sector: "Water-borne diseases are not caused by a lack of antibiotics but by dirty water, and by the political, social, and economic forces that fail to make clean water available to all; heart disease is caused not by a lack of coronary care units but by lives people lead, which are shaped by the environments in which they live; obesity is not caused by moral failure on the part of individuals but by the excess

availability of high-fat and high-sugar foods." Consequently, the health sector – globally and nationally – needs to focus attention on addressing the root causes of inequities in health. "We rely too much on medical interventions as a way of increasing life expectancy" explained Sir Michael. "A more effective way of increasing life expectancy and improving health would be for every government policy and programme to be assessed for its impact on health and health equity; to make health and health equity a marker for government performance."

Based on the compelling evidence that is now available, the Commission makes three overarching recommendations to tackle the "corrosive effects of inequality of life chances":

1. Improve daily living conditions, including the circumstances in which people are born, grow, live, work and age.
2. Tackle the inequitable distribution of power, money and resources – the structural drivers of those conditions – globally, nationally and locally.
3. Measure and understand the problem and assess the impact of action.

The full report is available online at:

[http://www.who.int/social\\_determinants/final\\_report/csdh\\_finalreport\\_2008.pdf](http://www.who.int/social_determinants/final_report/csdh_finalreport_2008.pdf)

### European Commission sets out to strengthen patients' rights in cross-border healthcare

On 2 July 2008, as part of the Renewed Social Agenda, the Commission adopted a draft Directive on the application of patients' rights in cross-border healthcare, which provides a Community framework for safe, high quality and efficient cross-border healthcare.

Although the vast majority of patients receive healthcare in their own country, sometimes the care is best provided abroad. This can be the case for example for highly specialised care or in border areas where the nearest appropriate facility is abroad.

Rules for receiving cross-border healthcare and for reimbursement of costs are now not always completely clear or easy to understand. That is why the Commission has developed a proposal for a legal

instrument which will provide more clarity about possibilities to seek healthcare in another Member State. The proposal will also make clear who is responsible for quality and safety of care in cross-border settings. Finally it will strengthen cooperation in different areas, such as networks of centres of reference for specialised care, for example.

This proposal will thus help patients in getting the healthcare they need, and help Member States ensure the accessibility, quality and financial sustainability of their health systems and the well-being of their citizens.

For further information, please visit:

[http://ec.europa.eu/health/ph\\_overview/co\\_operation/healthcare/docs/brochure\\_en.pdf](http://ec.europa.eu/health/ph_overview/co_operation/healthcare/docs/brochure_en.pdf)

### DG SANCO seeks views on priorities for the annual work plan 2009

The European Commission's Health Programme 2008-2013 entered into force as from 1 January 2008. The programme is intended to complement, support and add value to the policies of the Member States and contribute to increased solidarity and prosperity in the European Union by protecting and promoting human health and safety and by improving public health.

Under the new programme, civil society participation in health policy-making is promoted. Major initiatives will take full account of consultation with stakeholders and health policies will be shaped in partnership with citizens and stakeholders.

The Programme is implemented by means of an annual work plan which sets out the areas that will be funded and gives an indicative budget for each financing mechanism. To ensure that European citizens can give their input into the Programme, the Directorate General for Health and Consumers is seeking views on which priorities should be included in the work plan for 2009.

The scope of the work plan must be within the objectives of the overall programme. In general, these are:

- To improve citizens' health security

- To promote health, including the reduction of health inequalities (specific issues under this heading include: children and young; nutrition and physical activity; alcohol, illicit drugs and tobacco; HIV / AIDS and sexual health; rare diseases; mental health; injury prevention; healthy environments; and wider determinants of health)
- To generate and disseminate health information and knowledge.

The preliminary orientations for the priorities of the Work Plan 2009, on which feedback is asked for, can be found online at

[http://ec.europa.eu/health/ph\\_programme/documents/wp2009.pdf](http://ec.europa.eu/health/ph_programme/documents/wp2009.pdf)

Comments are due by September 30, 2008, and should be sent to the following mailbox:

[sanco-workplan2009@ec.europa.eu](mailto:sanco-workplan2009@ec.europa.eu)

## News from HPH members: networks, task forces and member institutions

### Canada: Award winning energy-saving projects

The Agence de la santé et des services sociaux de Montréal received an achievement award at the city's 2008 Gala honouring environmental and sustainable development projects. It was given to salute a program of energy-saving projects carried out by the Agency in the buildings used by Montreal's health network.

Since 2001, the Agency, as regional HPH coordinator, has planned and introduced a total of 46 energy-saving projects – such as the installation of automatic on / off switches to run equipment or of light and movement sensors to make maximum use of natural light. Thanks to its projects, the Montreal health network has managed to reach and even surpass the Quebec government's target to reduce energy consumption in its health and social services network by 14%. These projects also do much to improve working conditions; quality of life for personnel and patients; reliability; safety; and the standardization of systems. They help the environment

by reducing green house gases. They also serve as good examples of sustainable development. The Agency is pleased to share this award with all the establishments whose tireless efforts have made its energy-saving program such a success.

To find out more about the Agency's energy-saving program, we invite you to download the article "Energy efficiency: very profitable investment projects!" at <http://www.hph-hc.cc/Downloads/Newsletters/nl33-energy-efficiency.pdf>

*Louis Coté (louis\_cote@ssss.gouv.qc.ca)*  
(Coordinator, Regional HPH Network of Montréal)

### Task Force Migrant-Friendly and Culturally Competent Hospitals and Health Services:

*Next meeting in November 2008*

The next meeting of the HPH Task Force on Migrant-Friendly and Culturally Competent Hospitals will take place on November 6-7. It will be hosted by the Hospital del Mar and the Asociacion Salud y Familia, in Barcelona - Spain.

The aim is to present and discuss both research and models of effective interventions concerning the development of professional and organisational cultural competence. The literature consistently shows that the accessibility and quality of care for migrants and ethnic minorities can be undermined by a lack of awareness among health care staff concerning the living situation and culture of these groups, as well as their specific health problems and beliefs. Caregivers may also lack the interpersonal and communication skills necessary for working with an increasingly diverse patient population. This is not only a problem for the patients, but also frustrates the healthcare organisation's aim of providing efficient service and ensuring user satisfaction. Health professionals and the organisations of which they are part should pay urgent attention to these issues and should be prepared to invest in achieving competency. This means including a diversity focus in training and education, supported by specific organisational development measures. However, an important first step is to reach consensus on criteria for 'migrant-friendliness', 'cultural competence' or 'difference sensitivity'. These concepts need to be worked out for specific situations and integrated into

professional standards, so that their implementation in everyday practice becomes a matter of course.

Specific themes of the meeting are the following:

- The link between healthcare disparities and trans-cultural care
- Criteria for 'migrant-friendliness', 'cultural competence' or 'difference sensitivity'.
- Patient-centred approach to trans-cultural care
- Strategies to integrate cultural competence training for providers and organisations

Distinguished American and European guests will address this meeting: Joseph Betancourt and Alex Green (Harvard University Medical School) and Robert Like (Center for Healthy Families and Cultural Diversity, New Brunswick, NJ); David Ingleby (coordinator of the COST Action on Health and Social Care for Migrants and Ethnic Minorities in Europe); Sandro Cattacin (Director of the Department of Sociology, University of Geneva). We can look forward to a stimulating discussion about European and US perspectives on caring for culturally diverse populations, in particular the issue of staff training. Participation to the meeting is free of charge, Task Force and HPH members interested in participating are kindly asked to fill in the registration form and send it to Task Force leader Antonio Chiarenza. Please find this and more information on the Task Force MFCCH website

<http://www.ausl.re.it/hph>

*Antonio Chiarenza* ([antonio.chiarenza@ausl.re.it](mailto:antonio.chiarenza@ausl.re.it))

*Task Force leader*

## Imagining being Smoke-free

*An art project at Mater Hospital, Belfast*

Imagining being Smoke-free is an art work, developed between the Health Promotion Co-ordinator and the Artist in Residence at the Mater Hospital site.



The Health Promotion Co-ordinator wanted to undertake an activity in a novel way, to link the theme of glamour, looking good and the good things about being smoke-free, to the national theme for No Smoking Day (12th March 2008), which is an annual, UK-wide campaign, aiming at raising awareness about smoking and encourage and support smokers to stop.

Staff in the hospital, who were ex-smokers, were recruited to participate in the live event on No Smoking day. As a result of the event, messages to promote non-smoking were created by combining images and texts of the ex-smokers.

### Artist's statement:

The approach to these images of ex-smokers came about while looking and thinking about the cinematic history of smoking. In the past, before people were aware of the health risks, smoking was glamourised. At the Mater Hospital, we wanted to celebrate the staffs' achievements in giving up smoking. The chosen texts are from conversations with the ex-smokers. We hope their comments will make the viewer think about the benefits of being smoke-free, in contrast to the more sensational tactics of other advertising campaigns. The images and the texts on the resulting photographs evolved from the event. The glamour side of smoking was turned on its head by having a series of photographs which depicted these ex-smokers, and thus non-smoking, as glam-

orous. The images challenge the viewer – staff member, patient or visitor – to think about the benefits of being smoke-free.

I feel a difference in my skin  
and in myself generally.  
I feel a lot cleaner.  
My sense of taste is better.  
My sense of smell is better.



*Katie Lindsay - Artist in Residence*  
*Tricia Keogh - Hodgett, Health Promotion*  
[Health.Promotion@Mater.n-i.nhs.uk](mailto:Health.Promotion@Mater.n-i.nhs.uk)

## Information on events, publications, links

### Events

17<sup>th</sup> International Conference on Health Promoting Hospitals and Health Services

**Hospitals and Health Services without Walls:  
New services, new partnerships, new challenges for  
health promotion”**

May 6-8, 2009, Crete, Greece

Online information:

<http://www.univie.ac.at/hph/crete2009>

8<sup>th</sup> IUHPE European Conference on Health Promotion and Education

**New frontiers: Future political, cultural and scientific  
challenges for health promotion**

Turin, Italy, September 9-13, 2008

Online information:

<http://www.hp08torino.org/>

European Health Forum Gastein 2008

**Values in Health – From visions to reality**

October 1-4, 2008

Gastein, Austria

The conference also includes a forum on health promotion and disease prevention.

Online information is available at:

[http://www.ehfg.org/fileadmin/ehfg/Programm/EHFG\\_2008\\_1PA\\_2\\_web.pdf](http://www.ehfg.org/fileadmin/ehfg/Programm/EHFG_2008_1PA_2_web.pdf)

**First International Conference on Workplace Violence  
in the Health Sector**

October 21-24, 2008

Amsterdam

Online information available at:

<http://www.oudconsultancy.nl/WorkplaceViolence/violence/workplaceviolenc.html>

16<sup>th</sup> European Conference on Public Health

**Health and innovation in Europe**

November 6-8, 2008

Lisbon, Portugal

Online information:

[http://www.eupha.org/html/menu3\\_2.html](http://www.eupha.org/html/menu3_2.html)

First Asia Pacific Conference on Health Promotion and Education

**Asia-Pacific Perspectives on Health Promotion and  
Health Education: Sharing Experiences, Efforts and  
Evidence**

July 18-20, 2009

Chiba-city, Japan

Online information:

<http://www.dokkyomed.ac.jp/dep-m/pub/apac.html>

### Publications

Watson M. (2008): **Going for gold: the health promoting  
general practice**. In: Quality in Primary Care 16 (3), 177-85.

Link to online journal:

<http://www.ingentaconnect.com/content/rmp/gpc/2008/00000016/00000003/art00008>

**Taiwanese Journal of Health Management invites articles  
for special issue on HPH**

Author's instructions are available online at:

<http://www.hph-hc.cc/Downloads/Newsletters/nl33-journal-invitation.pdf>

**Deadline for contributions:** September 30, 2008

### HPH Links

**International HPH Secretariat**

and WHO Collaborating Centre for Evidence-Based Health Promotion in Hospitals

<http://www.who-cc.dk>

### HPH Congress Secretariat

and WHO Collaborating Centre for Health Promotion in Hospitals and Health Care

<http://www.hph-hc.cc>

### Subscription to HPH Listserver:

<http://lists.univie.ac.at/mailman/listinfo/hph-forum>

### HPH task force on health promoting psychiatric health services

<http://www.hpps.net/>

### HPH task force on health promotion for children and adolescents in hospitals

<http://who.collaboratingcentre.meyer.it>

### HPH task force on migrant friendly and culturally competent hospitals and health services

[http://www.ausl.re.it/HPH/FrontEnd/Home/Default.aspx?channel\\_id=38](http://www.ausl.re.it/HPH/FrontEnd/Home/Default.aspx?channel_id=38)

### List of national / regional HPH networks

<http://www.who-cc.dk/networks>

## Editors

Jürgen M. Pelikan (Director, WHO Collaborating Centre for Health Promotion in Hospitals and Health Care)

Christina Dietscher (WHO Collaborating Centre for Health Promotion in Hospitals and Health Care)

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## Call for papers for issue 34

If you have news and / or comments about

- projects, conferences, publications, strategies or other activities of national / regional networks and task forces
- single health care organisations (e.g. projects)
- strategic developments with regard to HPH
- partner organisations (WHO, etc.)
- information about upcoming events and publications (including reviews),

you are heartily invited to contribute to the HPH Newsletter!

### Guidelines for submission

Please send us contributions of **max. 200 words**, outlining your message, and, if possible, a weblink to extended information. Please address your contribution to Ms. Christina Dietscher, WHO Collaborating Centre for Health Promotion in Hospitals and Health Care, Vienna, Austria, preferably as an e-mail attachment ([hph.soc-gruwi@univie.ac.at](mailto:hph.soc-gruwi@univie.ac.at)). Deadline for contributions for # 34 will be **Friday, October 24, 2008**.